GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:5473
ANSWERED ON:15.05.2007
ADVERTISEMENT RATE
Tripathy Shri Braja Kishore

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) Whether Public Sector Undertakings (PSUs)/ Autonomous Bodies are facing problems as some of the newspapers particularly big ones are not willing to publish PSUs advertisement at Directorate of Advertising and Visual Publicity (DAVP) rates ;

(b) if so, whether DAVP has pursued with the newspapers to accept advertisement of PSUs/Autonomous Bodies for release as per rates of DAVP;

(c) if so, the reaction of newspapers owners thereon ;

(d) whether the Rate Structure Committee has finalised the advertisement rates and submitted their recommendations in this regard ; and

(e) if so, the details thereof and the follow-up action taken thereon ?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING AND PARLIAMENTARY AFFAIRS (SHRI P. R. DASMUNSI)

(a), (b) & (c) : The Indian Newspaper Society (INS) has directed all the member newspapers not to publish advertisements of PSUs and Autonomous Bodies at DAVP rates. DAVP has been writing to such newspapers refusing to publish PSU Advertisements, as per the clause 18(f) of the Advertisement Policy. No response has been received as yet from them.

(d) & (e) : Yes, Sir. The recommendations of the Rate Structure Committee regarding print media advertisements rates have been implemented with effect from 01.01.2006. Details are at Annexure.